



Missouri Travel Barometer
June 2016 Report
(Data available as of 7/08/16)

The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry with a monthly *Missouri Travel Barometer*. Updated monthly, the barometer shows key travel indicators that - at a glance - illustrate various measurements that affect Missouri's tourism industry and are indicators of its health.

June Report Highlights

Lodging Statistics: 2016 Calendar Year to Date through May

According to Smith Travel Research, Missouri's statewide lodging demand, occupancy and revenue have shown positive growth compared to the same time period last year. When compared to our surrounding, competitive states, Missouri has shown stronger growth in Occupancy, Demand and RevPAR while other states are showing stronger growth in ADR.

Missouri Lodging:

Demand up 4.3% -- Occupancy up 4.2% -- ADR up 2.6% -- RevPAR up 6.9%

SIC Tourism business sales and tax collections: 2016 Calendar Year to Date through April

- For FY16, a 5.7% (\$574.2 million) sales revenue increase is indicated by preliminary reports on 17 SICs for July-Apr
- For CYTD16, a 6.0% (\$231.9 million) sales revenue increase is indicated by preliminary reports on 17 SICs for Jan-Apr
- April 2016 saw a 8.3% (\$84.4 million) sales revenue increase compared to April 2015

Website Visits: 2016 Calendar Year to Date through June

- Total web visits (main site and mobile visits) were down 1.0% for June 2016 compared to June 2015
- Total web visits (main site and mobile visits) were down 4.1% for January-June 2016 compared to last year

Responses to MDT advertising (requests for travel guide via phone, website, email, etc. or sign up for a newsletter that is emailed based on travel interests): 2016 Calendar Year to Date through June

- 109,640 responses for 2016 YTD – an increase of 0.3%
- Expansion markets are up 26.0% for January-June 2016 compared to the same period in 2015
- The DMA with the largest increase is Oklahoma City – 1,039 more responses (111% more than Jan-June 2015)
- There was also a large increase from Tulsa – 978 more responses (99% more than Jan-June 2015)

Welcome Center visits: 2016 Calendar Year to date through June

- For CYTD 2016 the centers are up 13.5% for January-June 2016 compared to the same period in 2015
- For the month of June alone, the centers were up 5.4% compared to June 2015

Commercial airport deplanements: 2016 Calendar Year to Date

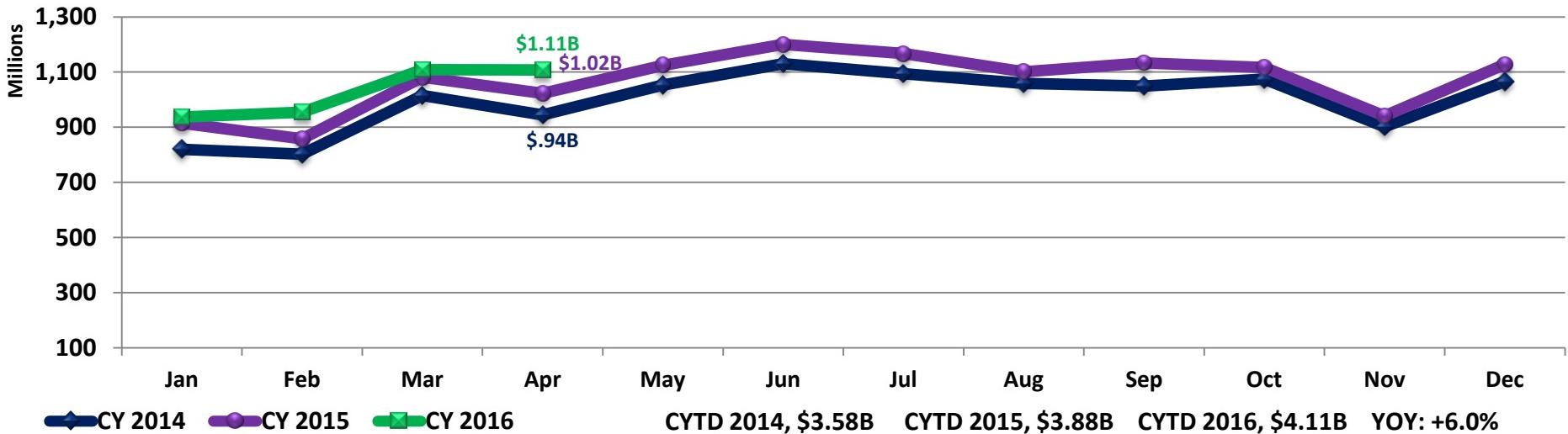
- St. Louis up 9.3% for January-May 2016 compared to the same period in 2015
- Kansas City up 6.2% for January-May 2016 compared to the same period in 2015
- All airports up 8.0% for January-March 2016 over Jan-March 2015

Brand USA Partners on VisitTheUSA.com: Website Activity 2016 Calendar Year to Date through June

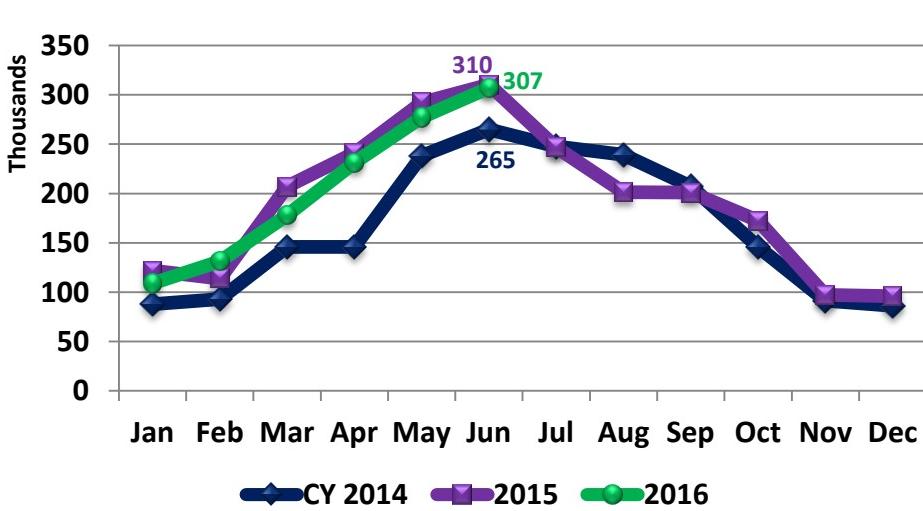
- Missouri's homepage on VisitTheUSA.com had 6,022 visits from January-June 2016
- Top five countries viewing Missouri's page were Japan, Brazil, France, India, and Germany
- Trip Ideas links received 341 clicks
- City Partner links received 260 clicks

Sources: MO Dept of Revenue, Google Analytics, MDT databases, Federal Bureau of Transportation, Brand USA, and STR, Inc.

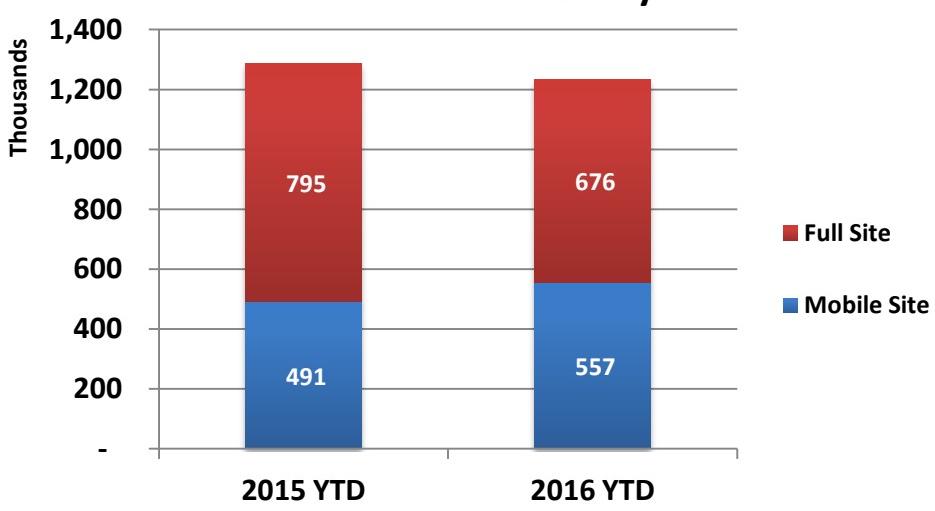
Sales Revenue from 17 Tourism SICs



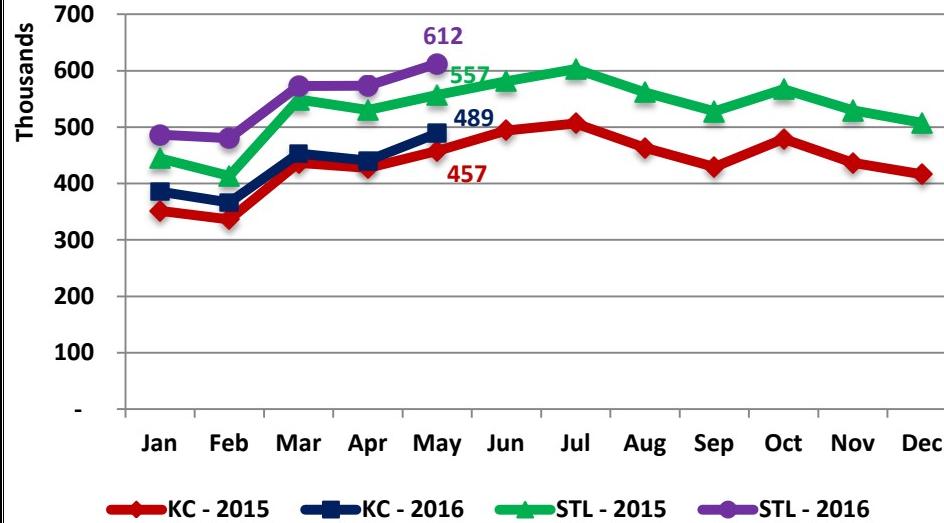
Visits to VisitMO (Full & Mobile Sites) by Month



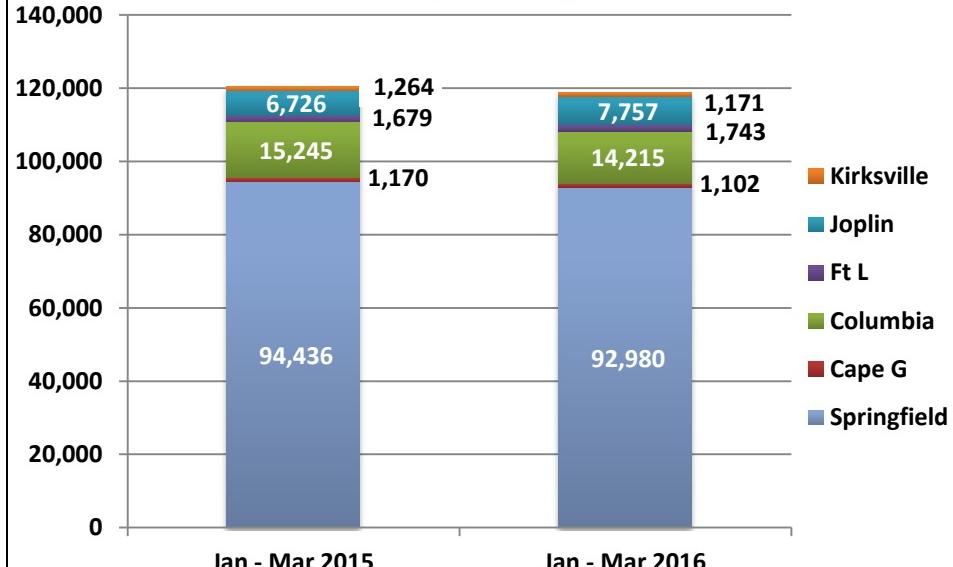
YTD Visits to VisitMO by Site



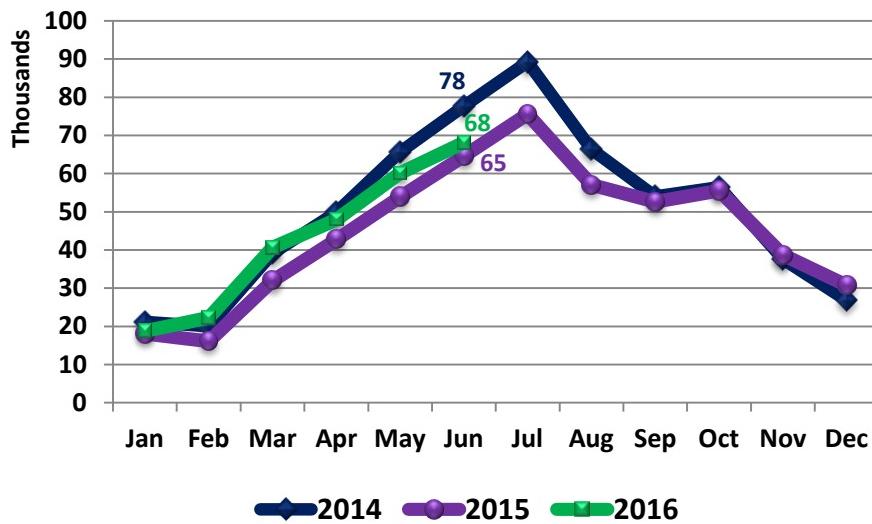
KC & STL Airport Deplanements



All Other Airport Deplanements



Welcome Center Visitors



Responses to MDT Advertising

